

Kang Huang

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Last Update May 2026

EDUCATION

University of Rochester, Simon Business School, Rochester, NY 2021–Present
Ph.D. Candidate, Quantitative Marketing

University of Wisconsin–Madison, Madison, WI 2014–2018
B.S. with Honors, Double Major in Statistics and Mathematics

RESEARCH INTERESTS

Substantive: Advertising, Fairness, Large Language Models, Political Marketing

Methods: Causal Inference, Machine Learning, Structural Models

PUBLICATION

The Electoral Choice Context and Support for Democratic Norms

Kang Huang, Mitch Lovett, and Gretchen Helmke

Accepted, PNAS

WORKING PAPERS

Can Advertising Improve Flood Insurance Coverage? Evidence on Take-up and Belief Updating

Kang Huang and Yufeng Huang

JMP

Fair Crowdfunding Ranking Design

Kang Huang, Yufeng Huang, and Xiaoting Zheng

Reject and Resubmit, Marketing Science

Who Let the Dog Out? News Media Attention Stimulates Negative Political Advertising

Kang Huang, Mitch Lovett, and Ron Sharchar

WORKS IN PROGRESS

LLM Digital Twin (with Ali Goli, and Hangfeng He)

LLM Competition (with Zeyu Lou)

Spillover Calories (with Liyu Zhao)

Learning About Insurance Quality

HONORS AND FELLOWSHIPS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2026

Doctoral Fellowship, University of Rochester, 2021–2026

TEACHING EXPERIENCE

Instructor: Research Computing Workshop (PhD), 2025

Lab Instructor: Programming for Analytics (MS), 2022–2024

Teaching Assistant: Advanced Marketing Strategy (MS), 2023; AI and Deep Learning (MS), 2024; Pre-scriptive Analytics with Python (MS), 2023–2025

SELECTED GRADUATE COURSEWORK

Course

Core Research Topics In Quantitative Marketing
Advanced Topics in Quantitative Marketing Research
Advanced Causal Inference and Machine Learning
Research in Applied Econometrics
Micro-Econometric Modeling: Static Approaches
Micro-Econometric Modeling: Dynamic Approaches
Industrial Organization Theory
Microeconomics
Econometrics I
Econometrics II
Deep Learning

Instructor

Mitchell Lovett
Simon Marketing Faculty
Paul Ellickson
Lisa Kahn
Takeaki Sunada
Takeaki Sunada
Greg Shaffer
Michael Raith
Nese Yildiz
Bing Chen
Huaxia Rui

PROFESSIONAL EXPERIENCE

CUNA Mutual Group, Madison, WI
Analyst – Senior Analyst, Digital and Customer Marketing

Jul 2018–Jul 2021

Wisconsin School of Business, Madison, WI
Part Time Research Associate

Sep 2019–Oct 2020

Wisconsin Small Business Center, Madison, WI
Data Engineer Intern

May 2017–Dec 2017

Wisconsin Department of Natural Resources, Madison, WI
Research Assistant

May 2016–Dec 2016

ADDITIONAL INFORMATION

Programming: Julia, Python, R, SQL
Hobbies: Tennis, Sci-fi, Karaoke